

# Waterman's

# PEN PROFIT FACTS

No.  
1

1950's WATERMAN DEALER MATERIALS PRESENTED THROUGH THE GENEROSITY OF MR. FRED KRINKE

## Waterman's Ball Pointer

**\$1.00**  
Including tax

- STREAMLINED
- NEAT
- BALANCED
- DEPENDABLE
- LEAKPROOF

Cushioned writing with  
Waterman's "spring action" ball...  
writes light or heavy.



Matching pen and pencil set  
No. TX-103 \$1.95 including tax.  
Gift Boxes Supplied.

### BALL POINTER

Chrome-finished cap and clip with barrels in  
Red, Blue, Black.

No. B-103... List Price \$1.00 ea. incl. tax.  
Display card holds 12 pens, assorted colors.

### BALL POINTER CARTRIDGE

Exclusive Endura non-smear ink...  
washes off hands, clothing... per-  
manent on paper. List price... 50c  
each in handy carton of 1 dozen.

No. BC-2 Blue-Black

No. BC-3 Red

f. o. b. Seymour, Conn.

WATERMAN PEN COMPANY • SEYMOUR, CONN.

# Waterman's

## PEN PROFIT FACTS

No.  
3

# Waterman's *Skywriter*

**\$1.95** Including tax

Skywriter Fountain Pen — Standard Size

Colors: Red, Blue, Black.

Point Selection: Bookkeeping, Medium,  
Bold, Steno, Manifold.

No. 176... List Price \$1.95 ea. Including tax

Display card holds 12 pens, assorted colors.

f. o. b. Seymour, Conn.

### Amazing Jet Point

*writes smoother, faster, easier...*

5 point selection:

- Bookkeeping
- Medium
- Bold
- Steno
- Manifold



Matching Pen and Pencil set

No. TX176 **\$2.95** including tax.

Gift Boxes Supplied.

WATERMAN PEN COMPANY • SEYMOUR, CONN.

# Waterman's

## PEN PROFIT FACTS

No.  
5

# New Waterman's

*Jetliner Pen* \$275 Including tax

*Set* \$500 Including tax

Jetliner Pen No. 277

Colors: Red, Black, Gray

Point Selection: Extra Fine, Fine, Medium.

Jetliner Set No. TX277

Gift Boxes

f. o. b. Seymour, Conn.

Waterman's Leadership  
at a popular price.

- Modern Styling
- An Attractive Gift
- Choice of Points
- Durable
- Practical for

Home • Office • Classroom



WATERMAN PEN COMPANY • SEYMOUR, CONN.

# Waterman's

# PEN PROFIT FACTS

No.  
6

## Waterman's *Crusader*

**\$5<sup>00</sup>** Including tax

Stock No. 518

Colors: Red, Black, Blue.

Point Selection: 14kt. Gold Point —

Fine, Medium, Extra Fine — Flexible.

Fine, Medium, Accountant — Firm.

Stock No. TX518 Set...\$8.75 List

P518 Pencil...\$3.75 List

Also available with Taperite 14kt. Gold Point.

Pen #519—Set TX519...

Same colors and prices.

Point Selection: Fine and Medium.

Gift Boxes Supplied.

f. o. b. Seymour, Conn.

- Smartly Designed
- 14 kt. Gold Point Selection to suit every handwriting style
- Satin-finish chrome cap
- A handsome pen to own or to give



WATERMAN PEN COMPANY • SEYMOUR, CONN.



# Waterman's

## PEN PROFIT FACTS

No.  
7

# New Waterman's Crusader

### LADIES MODEL

**\$5<sup>00</sup>** including tax

Stock No. 518V Pen ... \$5.00 List

Colors: Red, Black, Blue.

Point Selection: 14kt. Gold Point —

Fine, Medium, Extra Fine — Flexible.

Fine, Medium, Accountant — Firm.

Stock No. TX518V Set ... \$8.75 List

P518V Pencil ... \$3.75 List

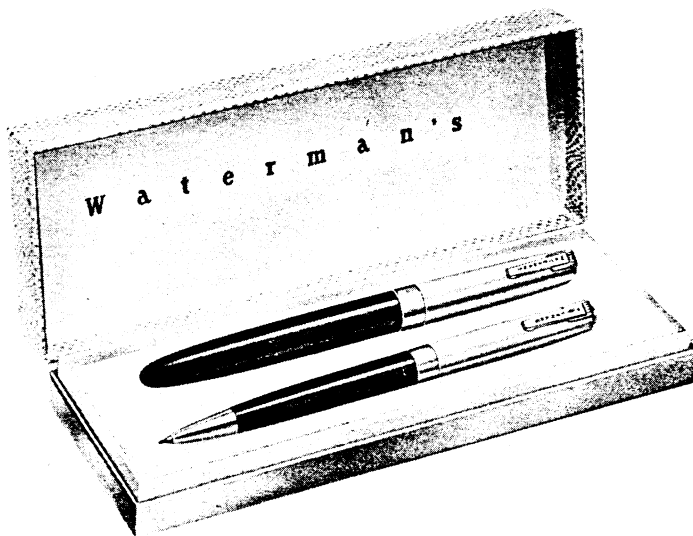
Gift Boxes Supplied

f. o. b. Seymour, Conn.

*Dainty, feminine version*

*of our famous Crusader.*

**A Waterman's Exclusive.**



WATERMAN PEN COMPANY • SEYMOUR, CONN.

# Waterman's

## PEN PROFIT FACTS

No.  
8



# Waterman's

## Pen Profit Merchandiser

### Offer No. 254

Modern, attractive blonde wood and mirrored glass case with convenient stock drawer and removable tray. A really fine, compact, permanent store fixture, designed to last and sell for years.

The three Waterman's Sapphires, included free with assortment, pay

for the case. Sell them at retail and you recover cost of case.

Only carefully selected, fast-moving Waterman's merchandise is included in the assortment.

Waterman Pens are now nationally advertised month after month.

Case and Pens delivered complete in a single, sturdy shipping carton.

### ASSORTMENT

5 Chrome Sapphires #351 .....	\$3.75	\$18.75
5 Skywriter Pens #176 .....	1.95	9.75
3 Men's Crusader Pens #518 .....	5.00	15.00
2 Crusader Pens—Ladies Model— #518V .....	5.00	10.00
1 Men's Crusader Set #TX518 .....	8.75	8.75

TOTAL RETAIL VALUE \$62.25

Less 40% Discount \$24.90

Retailer's Cost \$37.35

Pen Profit Merchandiser 12.00

Offset by 3 #SR501 Gold Sapphires—Value \$15.00 FREE

Total Cost to Dealer 49.35

Actual value of merchandise in offer..... \$77.25

f. o. b. Seymour, Conn.

WATERMAN PEN COMPANY • SEYMOUR, CONN.

# Waterman's

# PEN PROFIT FACTS

No. 9

## Waterman's *Sapphire* GIFT SETS *in Precious Metals*

Choice of: Rhodium,  
Sterling Silver or Gold Filled.

Sapphire Point in:

- ★ *Fine*
- ★ *Medium*
- ★ *Bold*



The new luxury Sapphire gift-seller for Jewelers. Nationally advertised month after month in the Saturday Evening Post and other leading publications.

Pencils have propel-repel mechanism with fine lead.

### GOLD FILLED (1/10 14 kt)

Sapphire Gift Set	TX901	\$16.00*
Sapphire Jewel Writer	SR901	8.00*

### STERLING SILVER

Sapphire Gift Set	TX601	\$12.00*
Sapphire Jewel Writer	SR601	6.00*

### RHODIUM PLATE

Sapphire Gift Set	TX551	\$10.00
Sapphire Jewel Writer	SR551	5.00

\*Subject to Jeweler's Tax  
f.o.b. Seymour, Conn.

WATERMAN PEN COMPANY • SEYMOUR, CONN.

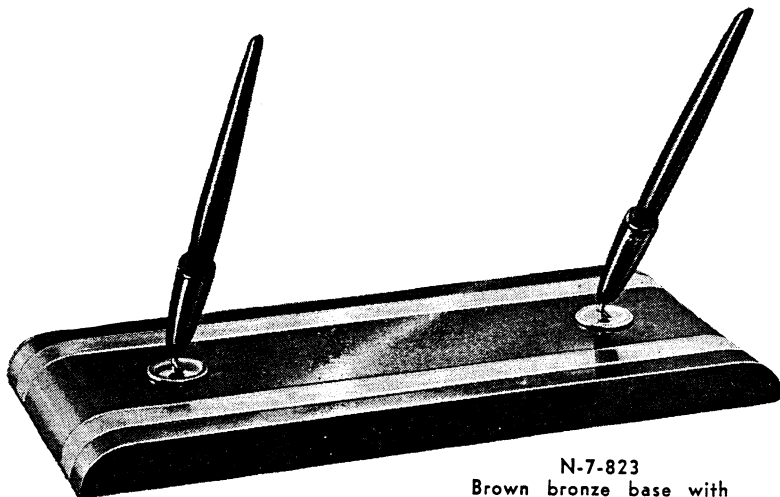
**Waterman's**

*Desk Sets*

L. E. WATERMAN CO.

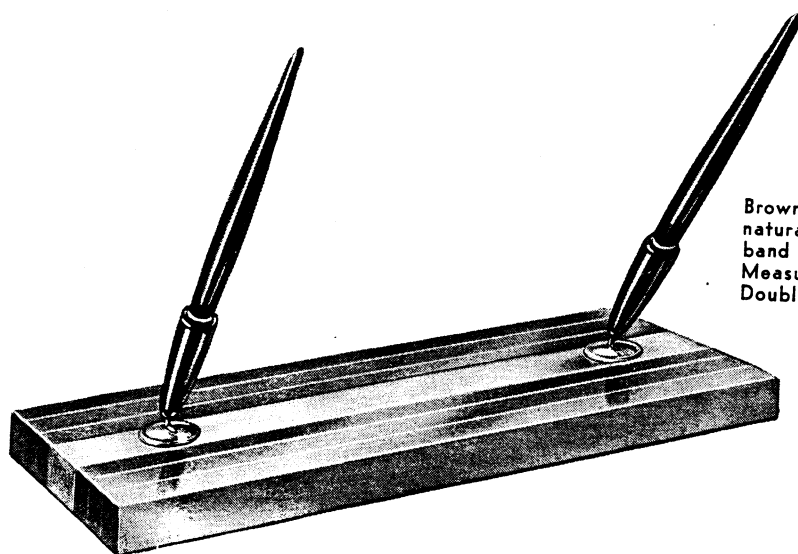
• 344 HUDSON ST., NEW YORK 13, N. Y.

# Waterman Desk

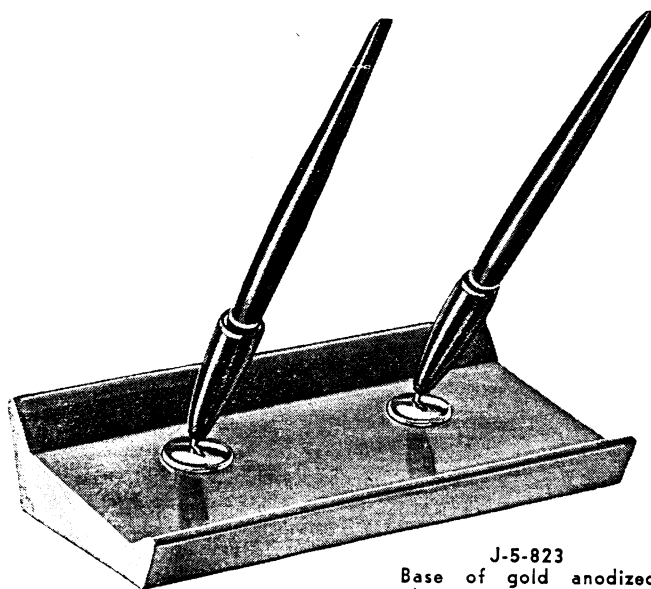


N-7-823  
Brown bronze base with  
two natural bronze bands  
and rounded ends. Meas-  
ures 4 7/8" x 12". Double  
pen set—\$45.00.

Waterman's reintr  
Desk Sets in newly  
gold anodized alu  
Pens are of lustrous  
with tapered strea



M-2-823  
Brown bronze base with  
natural bronze center  
band and squared ends.  
Measures 4 7/8" x 12".  
Double pen set—\$37.50.



J-5-823  
Base of gold anodized  
aluminum with raised  
front and rear edges.  
Measures 4" x 8". Double  
pen set—\$22.50.

In addition to  
pearance, all th  
Desk Sets are  
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have the famou  
assuring immec  
instant pen to  
sheaths are scie  
with an air ch  
nates condensa  
gold plated s  
sheaths.

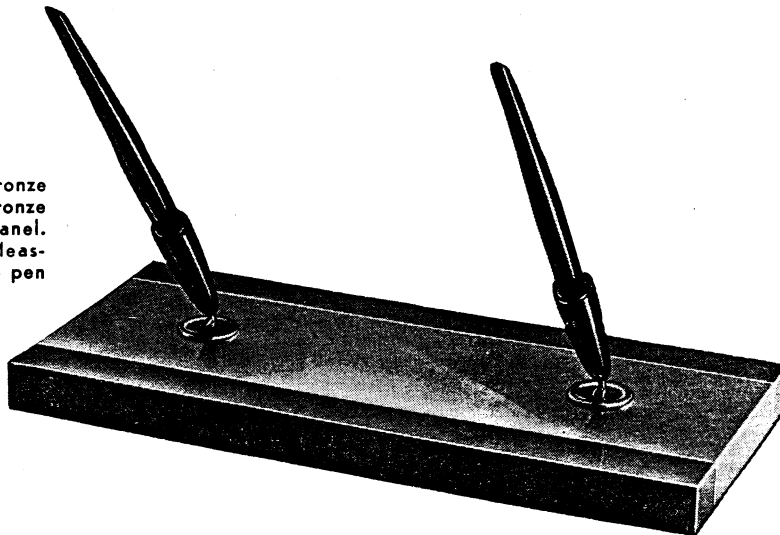
# man's Sets

as its line of  
ed models of  
and bronze.  
Black plastic  
design.

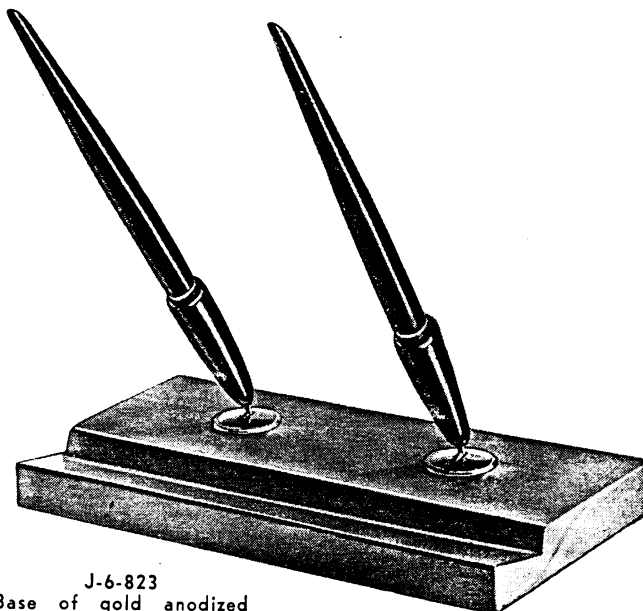


N-6-823  
Paneled natural bronze  
base with center band of  
bronze in natural mat fin-  
ish. Ends are rounded.  
Measures 4 7/8" x 12".  
Double pen set—\$45.00.

M-3-823  
Natural bright bronze  
base with natural bronze  
mat finish center panel.  
Ends are squared. Meas-  
ures 5" x 11". Double pen  
set—\$37.50.

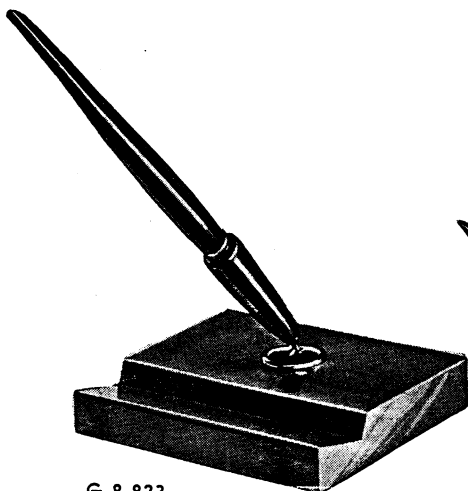


beautiful ap-  
w Waterman's  
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tion. All pens  
quaduct Feed,  
starting the  
es paper. All  
cally designed  
which elimi-  
. All sets have  
and plastic

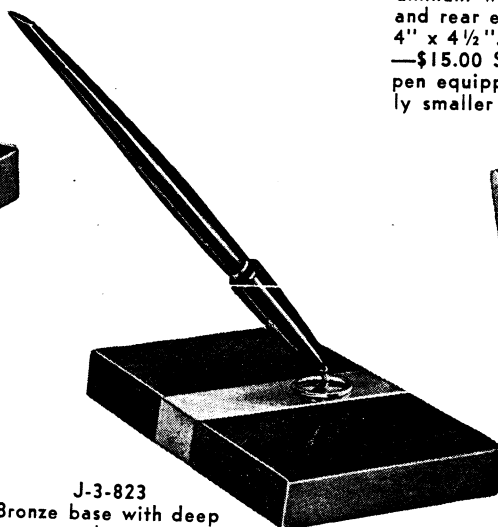


J-6-823  
Base of gold anodized  
aluminum with beveled  
groove. Measures 4" x  
7 3/4". Double pen set—  
\$22.50.

# Waterman's *Desk Sets*



**G-8-823**  
Base of gold anodized aluminum with beveled groove. Measures 4" x 4½". Single pen Set—\$15.00. Same base with pen equipped with slightly smaller point—\$12.50.

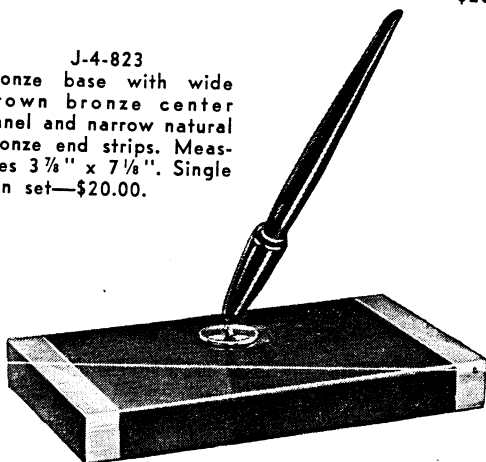


**J-3-823**  
Bronze base with deep brown end panels and center strip of natural bronze. Measures 3 ⅞" x 7 ⅞". Single pen set—\$20.00.

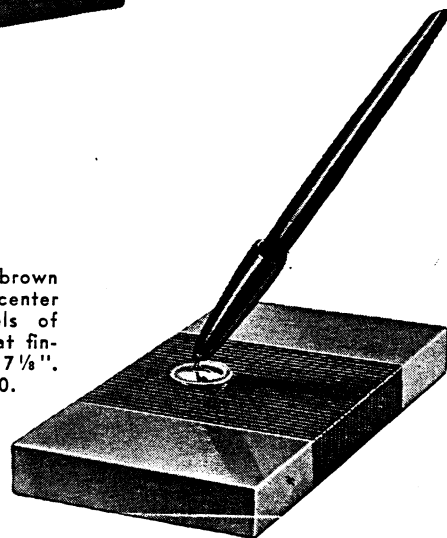


**G-7-823**  
Base of gold anodized aluminum with raised front and rear edges. Measures 4" x 4½". Single pen set—\$15.00. Same base with pen equipped with slightly smaller point—\$12.50.

**J-4-823**  
Bronze base with wide brown bronze center panel and narrow natural bronze end strips. Measures 3 ⅞" x 7 ⅞". Single pen set—\$20.00.



**J-2-823**  
Bronze base with wide brown corrugated bronze center panel, and end panels of natural bronze with mat finish. Measures 3 ⅞" x 7 ⅞". Single pen set—\$20.00.



## *Penwell*

Waterman's proudly offers the latest, most efficient dip pen set. Simple to fill—no pouring ink, no inverting bottle. Safe against spilling or overflowing. Durable plastic Black base and top of Black, Maroon, Tan or Mottled Brown. Iridium pointed steel nib pen. Has fountain pen type feed which permits hundreds of words per dip. Complete with 3 oz. bottle of Waterman's ink—\$2.95.

# Waterman's Desk Sets

Designed to fit smartly in the home or office,  
 Waterman's Desk Sets "belong" on all busy desks.  
 Handcrafted points of 14 kt. gold, beautiful styling and  
 sturdy construction make Waterman's Desk Sets the  
 perfect gifts for special occasions.

## THE V. P.

Finest grained Onyx, hand-tooled by expert craftsmen, makes this twin-pen desk set a treasured gift. Oblong base with squared ends measures 4" x 7 3/4"

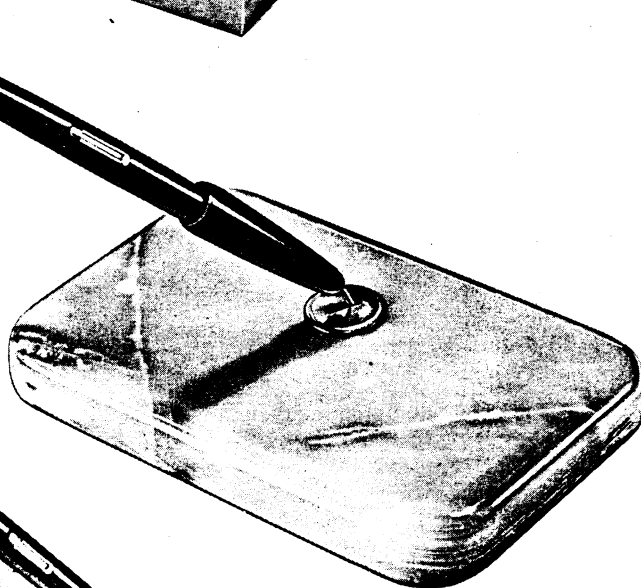
K-7 White Onyx \$25.00  
 K-7A Green Onyx 30.00



## THE HOME LIBRARY

Rounded edges and pleasing lines of this new single pen set are sure to make a hit on any desk. Base of exquisitely grained Onyx measures 4 1/2" x 7"

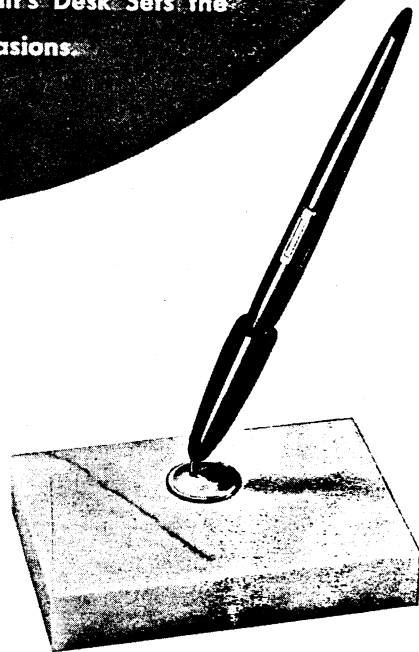
J-7 White Onyx . . . . . \$20.00  
 J-7A Green Onyx . . . . . 22.50



## THE SECRETARY

Priced to meet the demand for an inexpensive gift item, this single pen desk set comes in White or Green Onyx or Black-Gold Marble. Base measures 3 1/4" x 4 3/4"

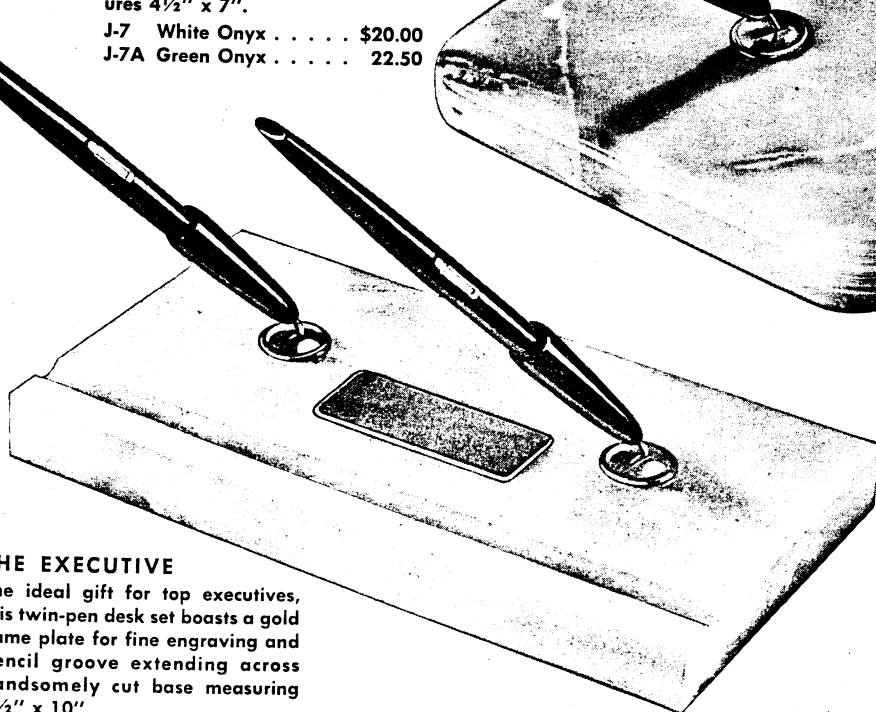
F-5 White or Green Onyx or  
 Black-Gold Marble . . \$12.50



## THE EXECUTIVE

The ideal gift for top executives, this twin-pen desk set boasts a gold name plate for fine engraving and pencil groove extending across handsomely cut base measuring 5 1/2" x 10"

M-4 White Onyx . . . . . \$35.00  
 M-4A Green Onyx . . . . . 42.50



## THE JUNIOR EXECUTIVE

Striking contrast of Gold trim against choice Italian Black-Gold Marble makes this single pen set a stand-out on any desk. Base is 3 7/8" x 5 7/8"

G-9 White or Green Onyx or  
 Black-Gold Marble . . \$15.00





WATERMAN INTRODUCES  
 AMERICA'S GREATEST PEN VALUE!



# NEW BALL POINTER

sells for only

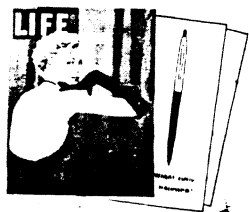
**98¢**



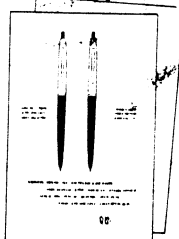
**WRITES BETTER! LOOKS BETTER! COSTS LESS!**

## 30-DAY FREE TRIAL

Waterman, famous for fine writing instruments since 1884, guarantees that no one can buy a better-writing or better-looking ball pen than the new Waterman BALL POINTER! And yet it retails for only 98¢! Extensive advertising will invite people to buy it and try it for 30 days. Then if they are willing to part with it and mail it to Waterman, Waterman will cheerfully mail them a dollar bill with no questions asked! Choice of attractive colors: red, blue and black. Writes at any angle. Polished-chrome cap and silvered point. The BALL POINTER will soon be on the counter of better stores everywhere. **TURN THIS PAGE FOR SPECIAL OFFER!**

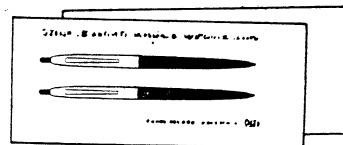


**ADS IN LIFE**



**DEALER CO-OP ADS**

Powerful consumer ads  
 in various mat sizes.

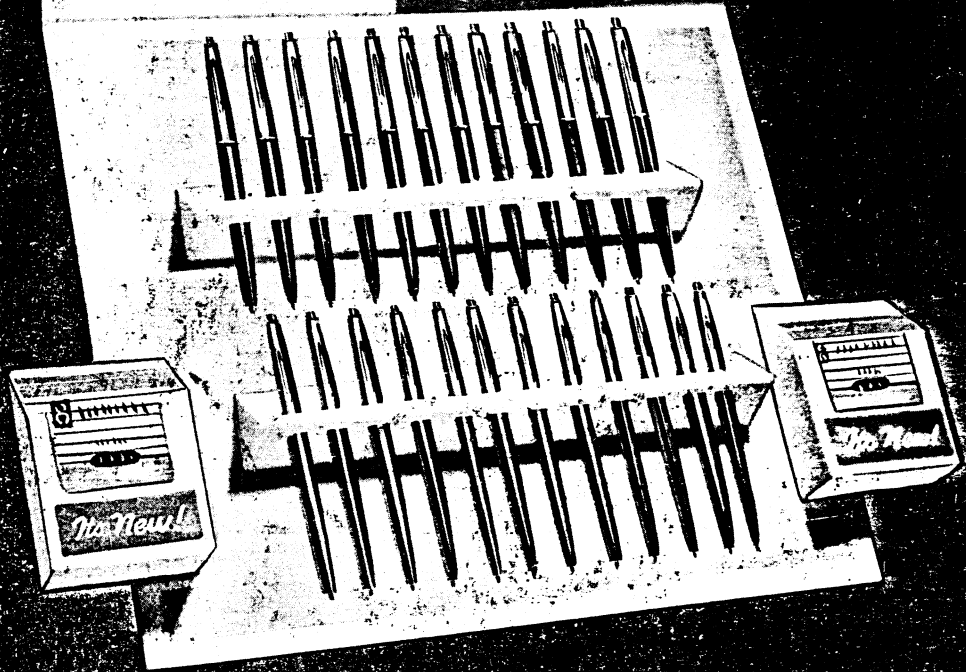


**POINT-OF-PURCHASE MATERIAL**

traffic-stopping streamers,  
 counter cards, displays

**W**  
**Waterman's**  
**BALL POINTER**  
WITH NEW SILENT-SALESMAN ACTION MECHANISM

ONLY  
**98¢**  
NEW SILENT-SALESMAN ACTION MECHANISM  
WATERMAN'S PATENTED  
SOLELY WATERMAN  
MADE IN U.S.A.



**SPECIAL  
 INTRODUCTORY  
 DEAL NO. 1**

One dozen BALL POINTERS refills free with each display carton of two dozen BALL POINTER pens you buy. It's like putting \$6 EXTRA CASH in your pocket!

YOU MAKE A FULL

**108%**

ON YOUR INVESTMENT!

**BP524**—2 dozen pens, one dozen refills. This powerful silent-salesman display on your counter will sell pens like hotcakes. It ties in with Waterman's advertising campaign "LOOK FOR THE BIG W."

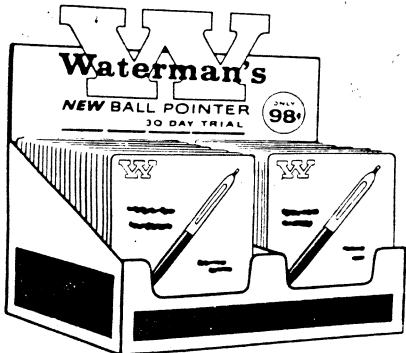
2 doz. BALL POINTERS, retail value... **\$24.00**  
 1 doz. REFILLS, retail value... **6.00**  
 Total retail value... **\$30.00**

Your cost @ 40% discount:

2 doz. BALL POINTERS... **\$14.40**  
 1 doz. REFILLS... **n/c**

**YOUR PROFIT \$15.60!**

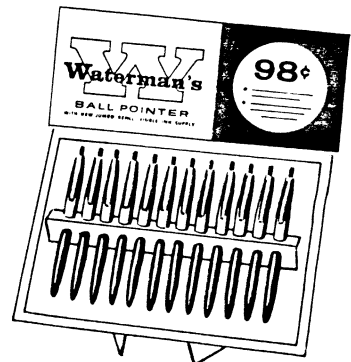
**ALSO AVAILABLE**



**BP 624**  
 2 dozen pens  
 on bin cards  
 in display box

**BP 512**  
 1 dozen pens  
 on attractive  
 display card

REFILLS PACKED ONE DOZEN  
 PER DISPLAY CARTON @ \$6.00 RETAIL LIST.  
 BPC1—BLUE BPC2—RED BPC4—GREEN BPC5—JET BLACK



**WATERMAN PEN COMPANY INC., SEYMOUR, CONNECTICUT**

OVER 100,000,000 PEOPLE HAVE PREFERRED WATERMAN PENS

C/F

SET

4.95

**"BACK-TO-SCHOOL"**

**MEANS:**

# LARGER PROFITS



# FASTER TURNOVER

**FOR YOU!**

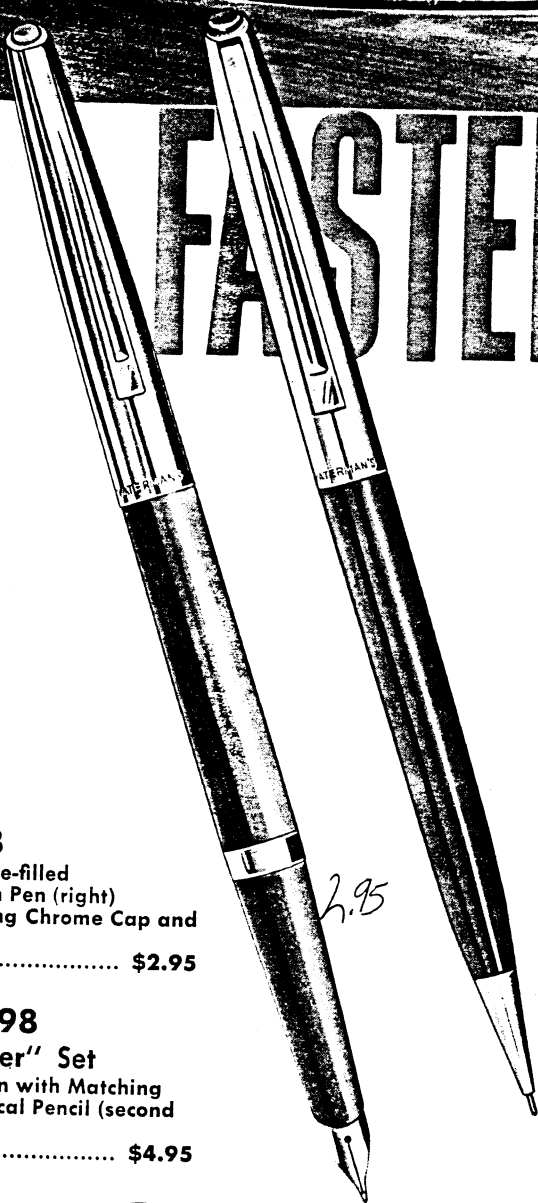
with **Waterman's**  
Cartridge-filled Fountain Pens  
and Matching Pencil Sets

**#298**

Cartridge-filled  
Fountain Pen (right)  
Glistening Chrome Cap and  
Clip  
List ..... \$2.95

**TX 298**

"Winner" Set  
#298 Pen with Matching  
Mechanical Pencil (second  
right)  
List ..... \$4.95



Unexcelled Waterman Quality PLUS Clean, Instant Cartridge-Filling make the #298 and TX 298 the "most called for" Pens and Sets in the Store.

Colors: Black, Red, Blue, Green

Points: Medium and Fine

Packaging: Each Pen or Set is individually packed in attractive Gift Box containing Two FREE Ink Cartridges.

NOTE: See other side for Special "Back-to-School" Counter Displays



WATERMAN - BIC PEN CORPORATION,

SEYMOUR, CONN.

# UNEXCELLED

# Waterman

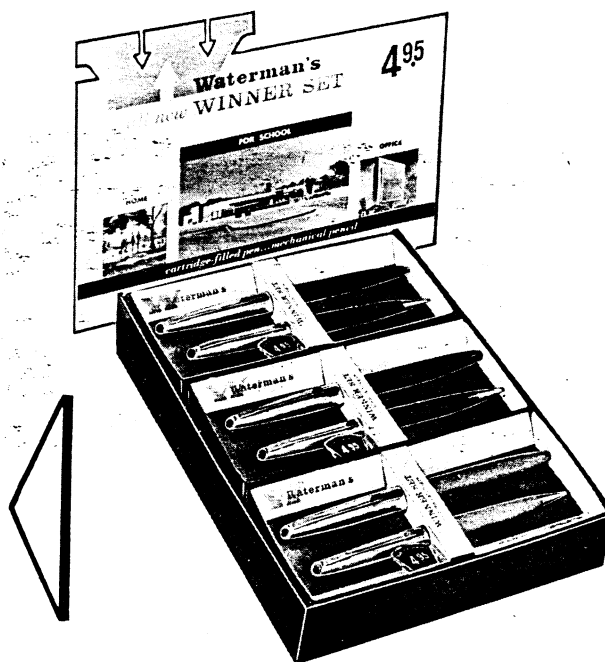
# QUALITY

**DISPLAY #2970**

## "Winner" Set—TX 298

6 Waterman Cartridge-filled Fountain Pen and Matching Mechanical Pencil Sets . . . Assorted Colors . . . Glistening Chrome Caps and Clips.  
 Colors: Black, Red, Blue, Green  
 Points: Medium and Fine  
 Packing: Each set packed in attractive gift box with transparent Polyethylene Cover. Two Free Instant Refill Cartridges per set.  
 6 sets packed in a "Ready-to-Sell" eye-catching Counter Display Box.

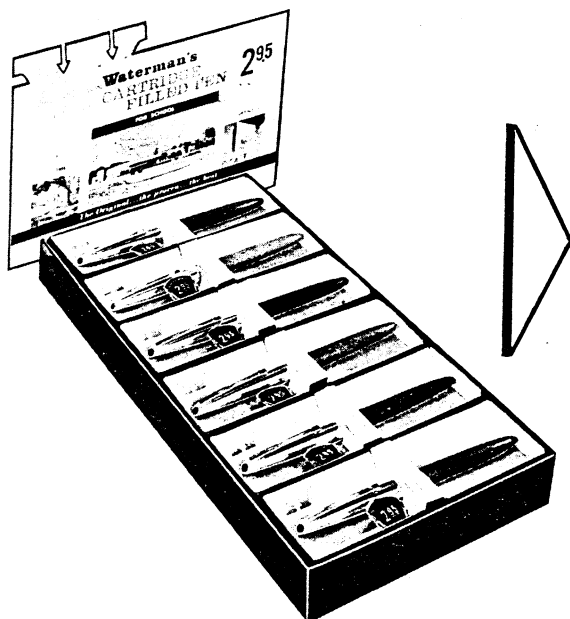
List ..... \$29.70



# PLUS

# INSTANT CARTRIDGE REFILLING

**DISPLAY #3540**



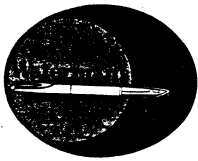
12 Waterman Cartridge-filled Fountain Pens (#298) . . . Assorted colors . . . Glistening Chrome Caps and Clips.  
 Colors: Black, Red, Blue, Green  
 Points: Medium and Fine  
 Packing: Each pen packed in attractive gift box with transparent Polyethylene Cover. Two Free Instant Refill Cartridges per pen. 12 pens are pre-packaged in "Ready-to-Sell" eye-catching Counter Display Box.

List ..... \$35.40



# BIC

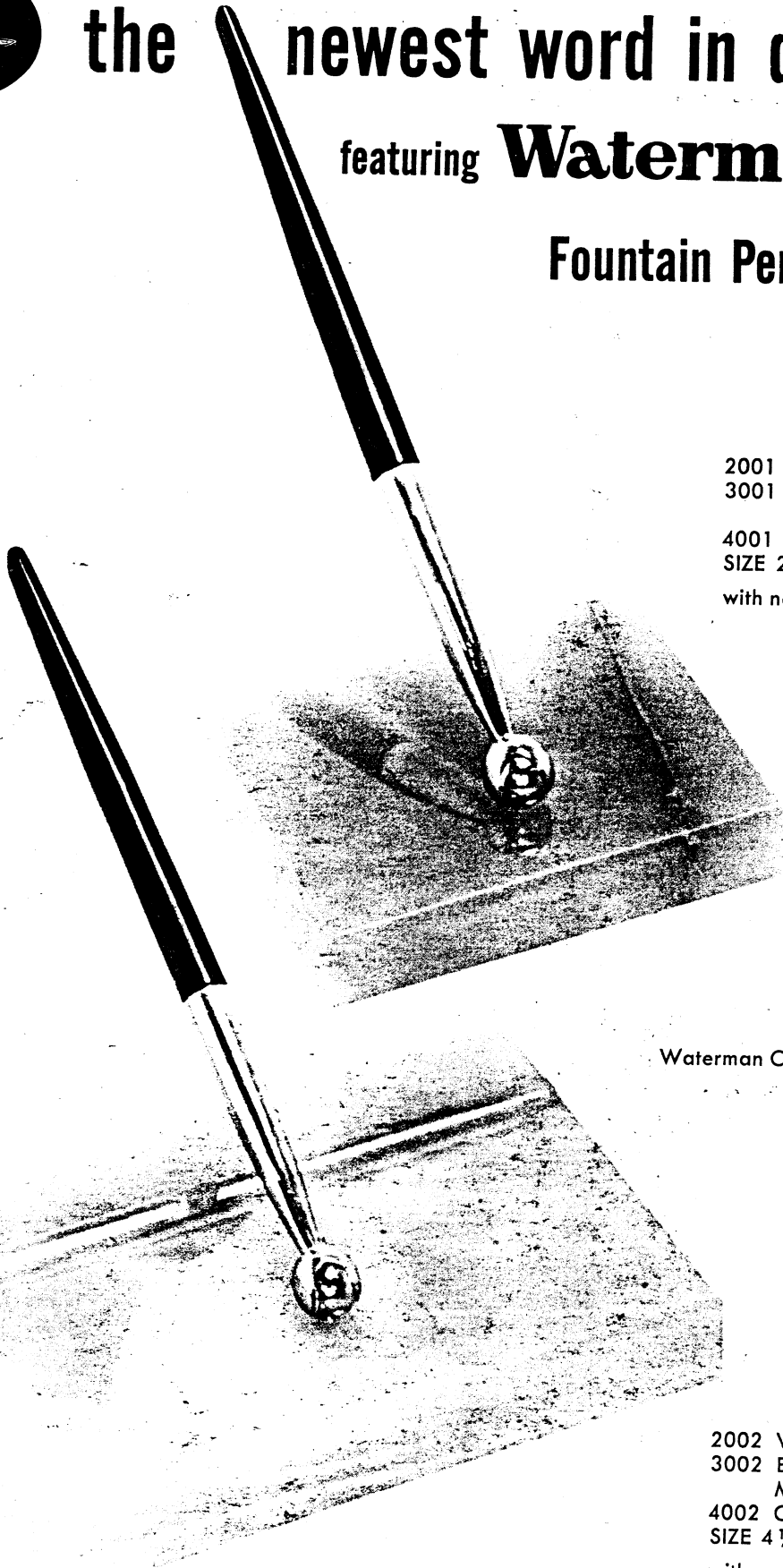
WATERMAN - BIC PEN CORPORATION, SEYMOUR, CONN.



the newest word in desk sets

featuring **Waterman's C/F<sup>®</sup>**

**Fountain Pens**



2001 WHITE ONYX ..... \$20.00

3001 BLACK and GOLD

ITALIAN MARBLE.....\$20.00

4001 GREEN ONYX .....\$22.50

SIZE 2 3/4" x 3 1/4"

with name plate, add \$2.50 per set

Waterman C/F points are interchangeable

2002 WHITE ONYX ..... \$25.00

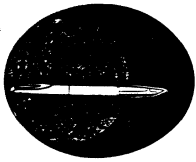
3002 BLACK and GOLD

MARBLE .....\$25.00

4002 GREEN ONYX .....\$30.00

SIZE 4 1/2" x 7"

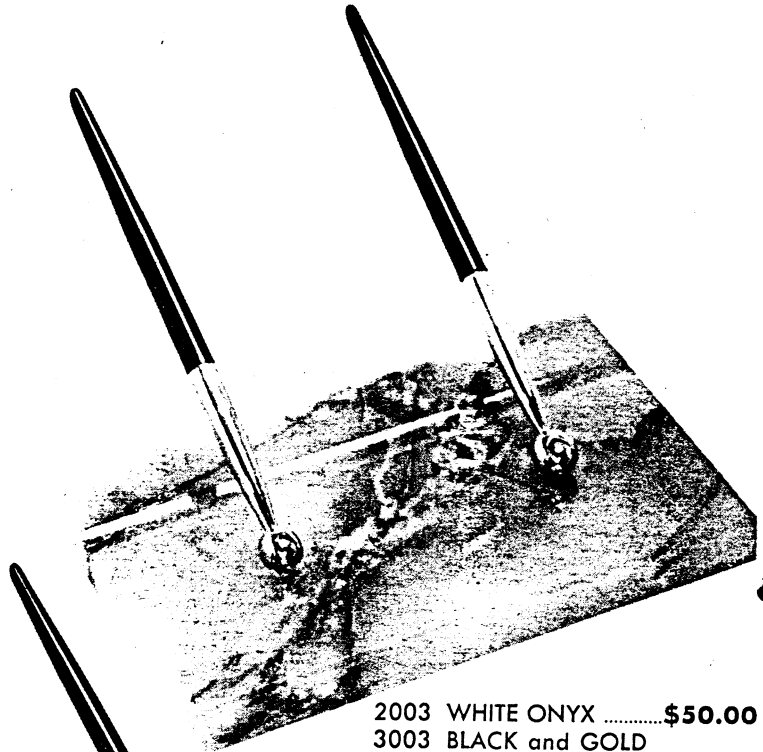
with name plate, add \$2.50 per set



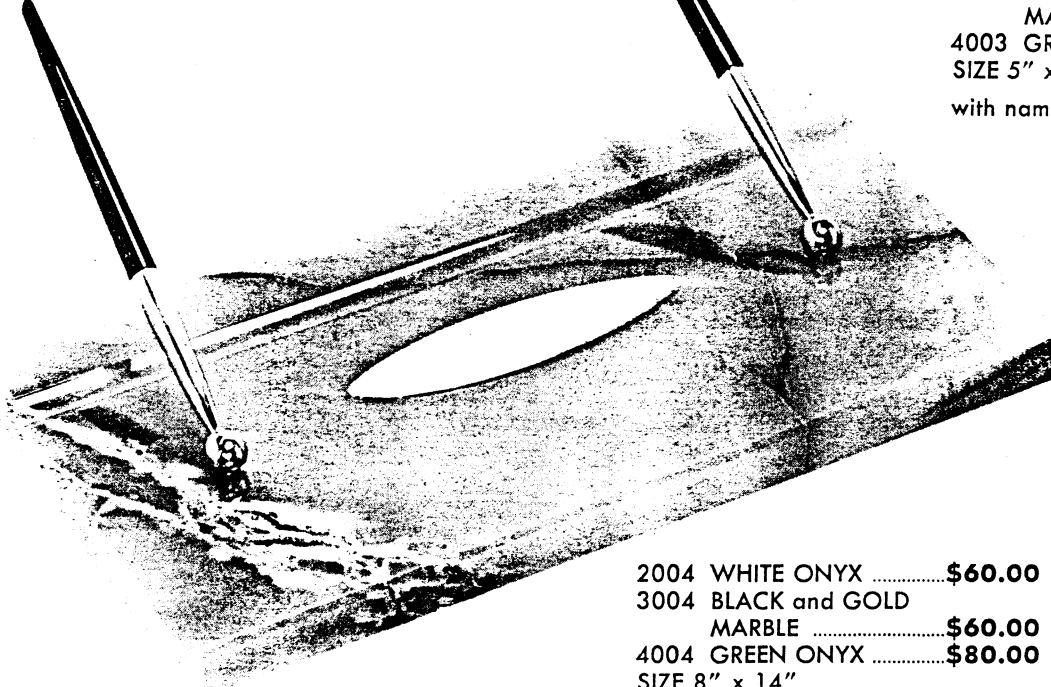
# the newest word in desk sets

featuring two **Waterman's** C/F  
**Fountain Pens**

Many jewelers like to add desk clocks, statuettes or trophies to these beautiful Watermen Desk Sets. Bases are designed with ample room to accommodate such additions without marring the beauty of the sets.



2003 WHITE ONYX .....\$50.00  
3003 BLACK and GOLD  
MARBLE .....\$50.00  
4003 GREEN ONYX .....\$60.00  
SIZE 5" x 10"  
with name plate, add \$5.00



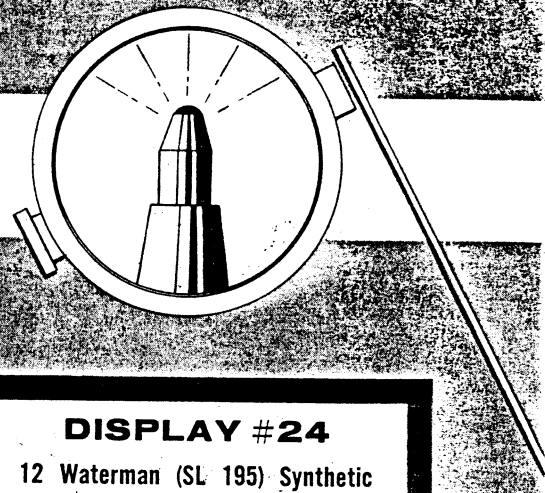
2004 WHITE ONYX .....\$60.00  
3004 BLACK and GOLD  
MARBLE .....\$60.00  
4004 GREEN ONYX .....\$80.00  
SIZE 8" x 14"  
with name plate, add \$5.00

**NOTE: Desk Set prices on this catalog sheet are List Prices for C/F #1500 Pens only. See attached Price List for Retail Prices using C/F #1250, #875 and #595 Pens.**



198 PEN

# FOCUS ON THE POINT



...that's  
what makes  
**Waterman's**  
(SL195)  
Synthetic  
**JEWEL POINT**  
PEN

the finest  
pen  
in your store!

"TANK CAR" REFILLS —  
SLC-1 BLUE FINE, BLUE MEDIUM  
SLC-3 RED MEDIUM  
SLC-5 BLACK MEDIUM

Minimum Order  
1 doz. of each point and color



### DISPLAY #24

12 Waterman (SL 195) Synthetic Jewel Point Pens, assorted colors, in individual transparent Lustrex Gift Box.

List: \$24.00  
Colors: Black - Blue - Red - Green  
Packing: 12 pens and Gift Boxes packed in eye-catching Counter Display Unit. Each complete Display packed in individual corrugated shipping cartons.



### DISPLAY #23

12 Waterman (SL 195) Synthetic Jewel Point Pens, assorted colors, mounted on a "traffic-stopping" Counter Display Card with attached "write-test" pad.

List: \$24.00  
Colors: Black - Blue - Red - Green  
Packing: Each complete Display packed in individual corrugated shipping cartons.



### DISPLAY #2

6 Waterman (SL 195) Synthetic Jewel Point Pens, assorted colors, mounted on attractive Counter Display Card. IDEAL FOR SMALL NEIGHBOR STORES.

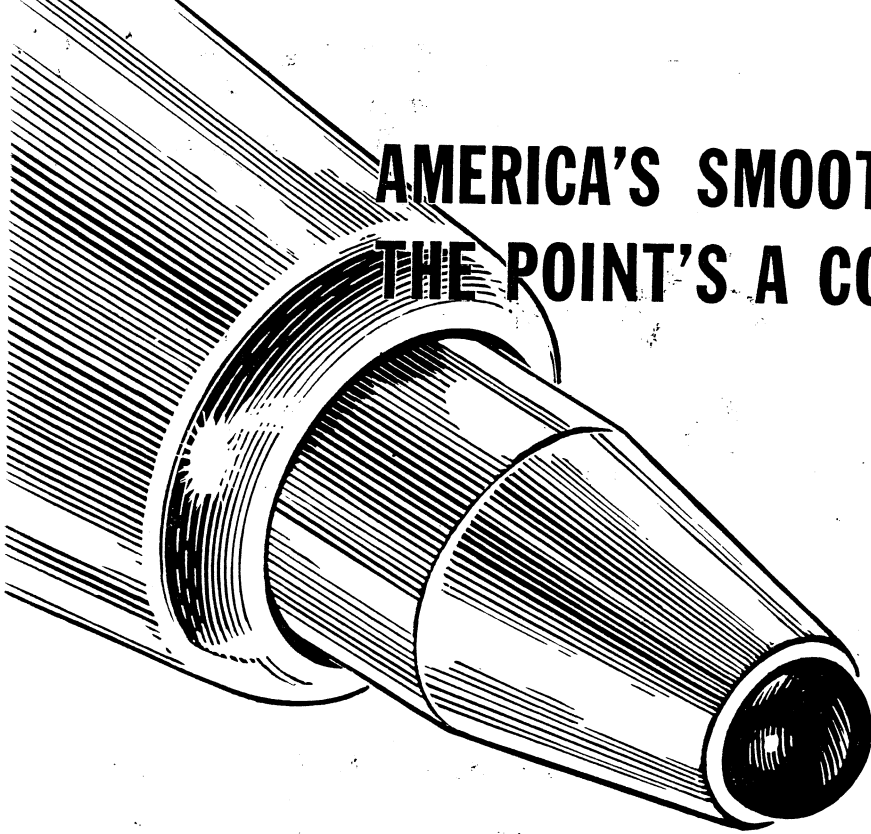
List: \$12.00  
Colors: Black - Blue - Red - Green  
Packing: Each complete Display packed in individual corrugated shipping cartons.

STANDARD ESTABLISHED DISCOUNT IN EFFECT

SL 195

9-8-59

AMERICA'S SMOOTHEST WRITING TOOL.  
THE POINT'S A COSTLY SYNTHETIC JEWEL



1,98

*Tank car refills*

# Waterman's

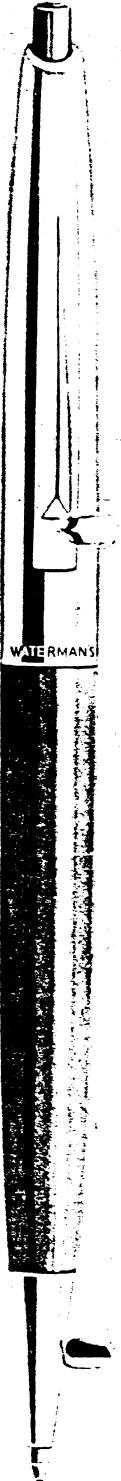
## SYNTHETIC-JEWEL POINT PEN

- Writing Point is a Synthetic Sapphire  
The Hardest, Smoothest and Most Expensive writing  
"ball" on the market.
- Always writes a continuous solid  
line
- No Skip ... No Scrape ... No Fatigue
- "TANK CAR" refill with large ink supply
- Four Modern Colors: Red — Blue — Green — Black
- Gleaming Chrome Cap and Clip

SL 195 - FINE OR MEDIUM POINTS

**NOTE: Waterman's Synthetic Jewel Point Pen (SL 195) is available in both Fine and Medium Points, Blue Ink Only. Points packaged separately in complete unit (12 pens) . . . no mixed units.**

write better on paper... / write with  
a Waterman





98¢ PEN

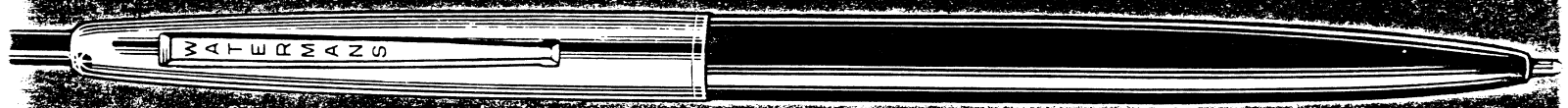
BP-10C  
33-12-5

WATERMAN ANNOUNCES  
AMERICA'S GREATEST BALL PEN VALUE!

# Waterman's BALL POINTER

sells for only

**98¢**



**WRITES BETTER! LOOKS BETTER! COSTS LESS!**

## A BEST SELLER

The fine writing features and the beautiful appearance of this perfectly balanced pen make it a best buy — and a best seller.

# WATERMAN'S BALL POINTER PEN

## DISPLAY No. 524S



24 WATERMAN BP 100 PENS, Assorted Colors,  
@ 98¢ each ..... \$24.00

NO REFILLS

Total List ..... \$24.00

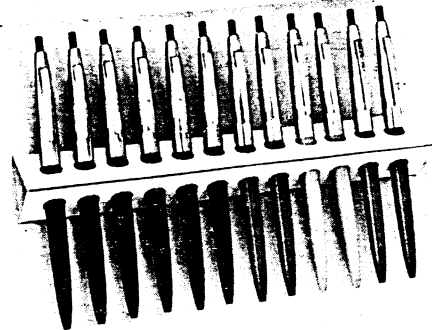
Pre-Packed on attractive Ready-to-Use Display Card with "pockets" for Refills. Each Deal individually packed in corrugated shipping container.

## DISPLAY No. 512S

12 WATERMAN BP 100 PENS, Assorted Colors,  
@ 98¢ each ..... \$12.00

NO REFILLS

Total List ..... \$12.00



Pre-Packed on colorful Ready-to-Use Counter Display Cards. Each Deal packed complete in individual corrugated shipping containers.

### ALSO AVAILABLE



## DISPLAY No. 624

24 BP 100 PENS, Assorted Colors, packed on individual "BIN" cards in Pre-Packed Counter Display

Total List ..... \$24.00

### REFILLS

Packed 1 doz. of a color in Display Carton

Total List ..... \$6.00 per doz.

COLORS:

BPC-1 Blue Fine—BPC-1 Blue

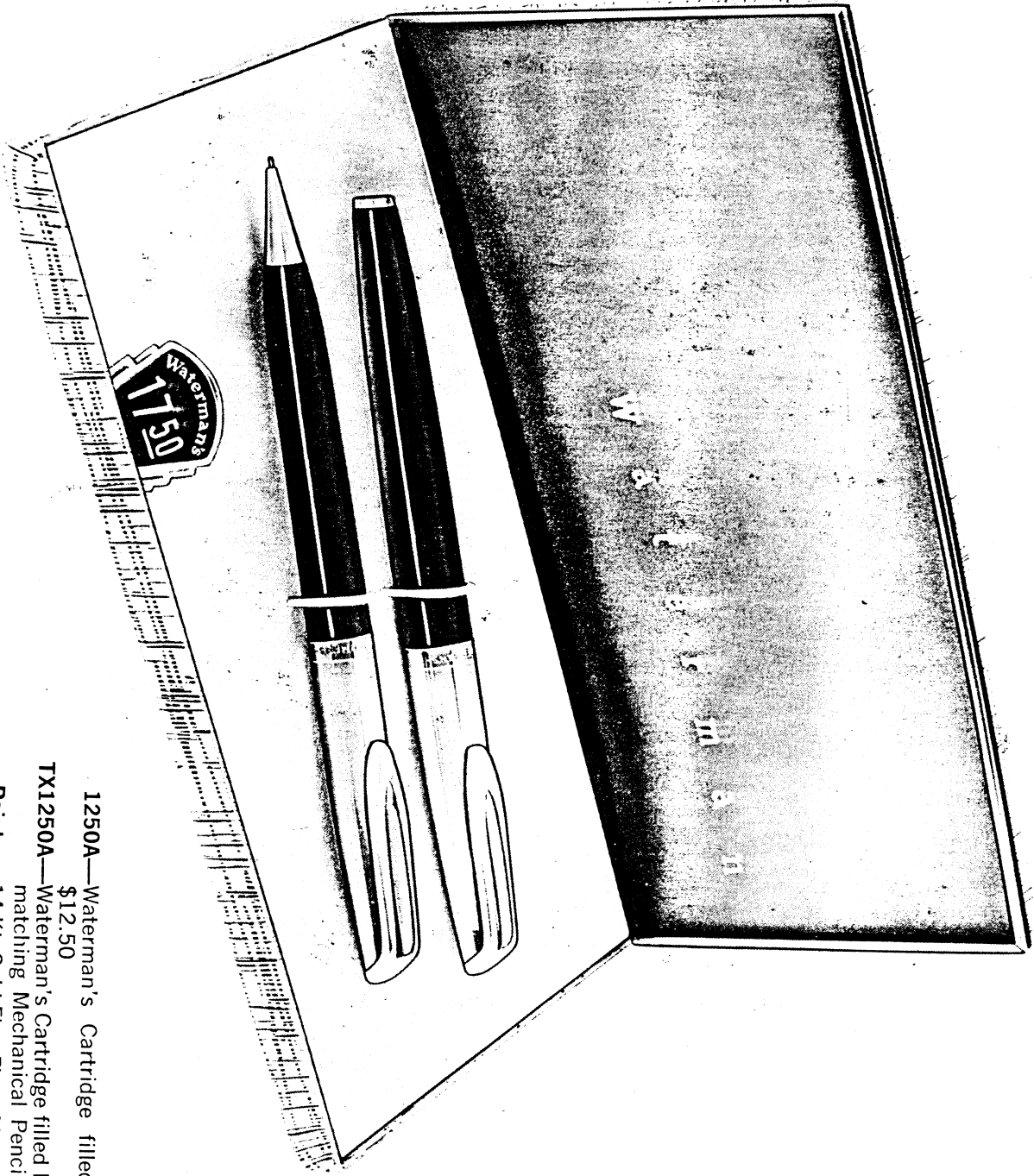
BPC-3 Red Med.—BPC-4 Green Med.

BPC-5 Black Med.

(Black ink suitable for reproduction machines)

**WATERMAN-BIC PEN CORPORATION., SEYMOUR, CONNECTICUT**

**1250A**  
**TX1250A**



**1250A**—Waterman's Cartridge filled Fountain Pen,  
\$12.50

**TX1250A**—Waterman's Cartridge filled Fountain Pen and  
matching Mechanical Pencil, \$17.50

**Points:** 14 Kt. Gold Fine Flex., Med-Flex., Broad, Fine,  
Firm, Med. Firm, Accountants.

**Colors:** Jet, Blue, Red

**Packaging:** Pen and Set packaged in exclusive modern  
tweed-tone Farrington Gift Box.



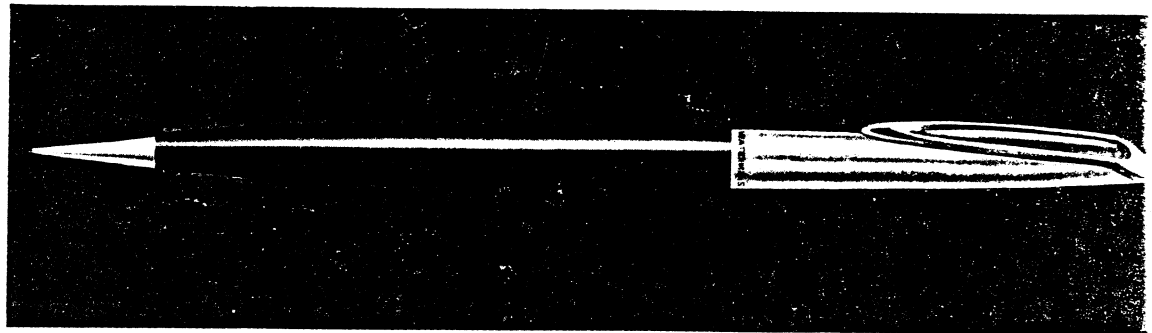
# Waterman's C/F

with matching pencil and convertible

the Cartridge-Filled fountain pen



**Matching Pencil**  
#P1500  
#P1250



14 Kt. Gold Point  
In ONYX BLACK  
TEAL BLUE  
SAPPHIRE RED  
C/F® Fountain Pen  
#1500 Gold-filled cap  
#1250 Chrome cap



## C/F GIFT SETS

#TX1500 with matching pencil  
#BX1500 with convertible

### CHROME CAP

#TX1250 with matching pencil  
#BX1250 with convertible

Gift Packed in attractive jeweler's gift box



**C/F Convertible**  
Converts instantly from a  
Sapphire ball point pen  
to a fluid-lead pencil  
#B750 Gold-filled cap  
#B500 Chrome cap

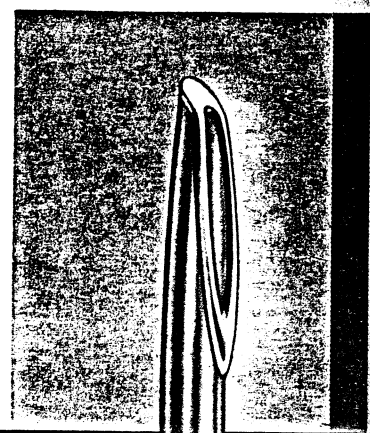


# Waterman's C/F

Cartridge-Filled fountain pen

**C/F® Fountain Pen**  
#875 *88.75*  
with 14 Kt. gold point  
#595 *55.95*  
with Merido Metal point

**Matching Pencil**  
(Propel-Repel)  
#P875  
#P595



**Waterman's C/F Gift Sets**

- #TX875 with matching pencil
- #BX875 with convertible
- #TX595 with matching pencil
- #BX595 with convertible



**ATTRACTIVELY GIFT BOXED**  
#875 in ONYX BLACK, TEAL BLUE and REBEL RED  
#595 IN BLACK, RED and GREEN

**Convertible**  
Converts instantly from a Sapphure ball point pen to a fluid-lead pencil.  
#B450  
#B400



# Waterman's Pen Prophet

Vol. 40, No. 1

JANUARY, 1953

## Cover Girl Sparks Pen Sales In Gertz Sapphire Promotion



**RUSH BUSINESS.** Cover Girl Chic James signs magazines for delighted shoppers. (At right) The cover. (That's Chic in center.)

A gorgeous magazine cover girl as a demonstrator, thousands of autographed free copies of a popular magazine to give to Christmas shoppers, half-page ads in local newspapers and an outstanding point-of-sale tie-in of window and counter displays — these were the ingredients that produced what probably was the most successful big store promotion run in conjunction with the introduction of our new Sapphire Jewel Point Pen during the Christmas season.

The week-long promotion was staged by Gertz Department store, located in Jamaica, a semi-suburban community which serves Queens and Nassau counties in Metropolitan New York. The stunt was arranged practically "on the spur of the moment" by Stationery Buyer Herman Landsman, Merchandise Manager Irwin Feldman and Ad Manager Harold Mehran, when they discovered that Chic James, a beautiful blonde demonstrator hired by the store for the week just preceding Christmas to introduce our Sapphire pen, was to appear on the cover of the mid-December issue of Look Magazine.

The Gertz execs put their heads together and came up with a brilliant promotion. Simultaneous with the appearance of Look on the newsstands, large space ads appeared in local papers reproducing the magazine cover and announcing that the Look cover girl would present free copies of the magazine to all shoppers at the Gertz stationery department that week, personally autographed with the brand new Waterman's Sapphire pictured in the ad.

The free copies of the magazine were provided by Look as a circulation stunt.

Needless to say, Miss James, who had been carefully indoctrinated in the fine points of the Sapphire, did a land office business all week, making hundreds of sales in addition to autographing thousands of magazines.

## Sapphire Jewel Point Pen Makes Sensational Debu

The "hottest item" in the 1952 Christmas gift field! That's the consensus of leading dealers from coast-to-coast regarding Waterman's new Sapphire Jewel Point Pen, which made such a sensational market debut at the height of the Christmas gift season.

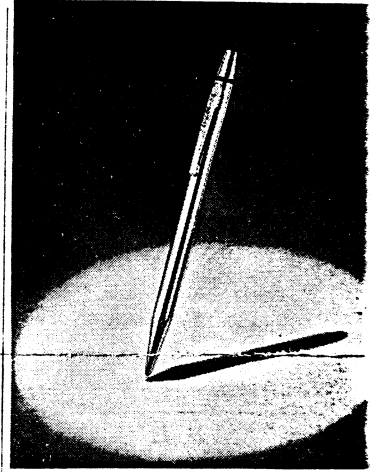
In view of the fact that the Sapphire was "hurried to market" to provide something new and different for an otherwise jaded fountain pen trade, sales during the pre-Christmas selling season were nothing short of "sensational", according to Charles S. Kernaghan, Waterman's vice president in charge of sales.

The first Sapphires did not reach dealers' shelves until late in November, he said. In the three weeks preceding Christmas, it was estimated that more than 150,000 Sapphires were sold over retail counters.

"We are particularly pleased with the terrific reception the Sapphire has received wherever dealers have gotten behind it with promotions of their own," Kernaghan said. "Many leading department stores in New York, Chicago, Philadelphia, Boston, Washington, San Francisco, Los Angeles and other important cities included the Sapphire in Christmas ads. Results in all cases were outstanding."

One department store buyer exclaimed our Sapphire was the "sparkplug" for his pen sales this season. Another reported a brisk sale among his own sales personnel the first day they were put on display. All wanted to purchase them as Christmas gifts.

In presenting the new Sapphire Jewel Point Pen, Waterman's introduces an entirely new concept of effortless, trouble-free writing. From the microscopically-precise jewel in the writing-tip to the scientifically



The New Sapphire

engineered retractable mechanism the Sapphire is the "last word" in writing instruments.

### IMPORTANT "FIRSTS"

The Sapphire is the first pen actually employ a precision-ground jewel as the writing tip. The jewel has been scientifically engineered almost perfect spherical accuracy. It is ground to within .000002, two-millionths of an inch. Because it can be held to such close tolerances, the Sapphire rides smoothly in its "seat," permitting ink to flow freely around it as it revolves in normal writing. This assures smoother writing.

It is the first pen to offer true "feather-light writing." The new fast-drying, non-smudging ink adheres to the jewel tip; keeps it always ready to write. The Sapphire requires no coaxing to start a practically no pressure for smooth, effortless writing.

Housing for the new pen is slim, rolled gold barrel, more streamlined than any other pen. The pen weighs less than one ounce.

Another outstanding feature of the pen is the new "Positive Action" retractable mechanism which occupies little more than an inch of space in the conical section at the top of the pen. Gentle pressure of the thumb ejects the writing tip and locks it in position. The point is retracted by additional pressure. It is impossible for the point to retract while in use.

One dealer commented that sales people in his store found selling our Sapphire was easy, merely

(Continued)

### A Star and A Sapphire



**BROADWAY FAVORITES.** Isabel Bigley, star of hit show, "Guys and Dolls," pictured autographing photos backstage with a Waterman's Sapphire Jewel Point Pen.





# Waterman's CONFIDENTIAL PRICE LIST and SERVICE POLICY FOR AUTHORIZED SERVICE STATIONS

EFFECTIVE MARCH 1, 1954

## WATERMAN'S SERVICE POLICY

### FOUNTAIN PENS

**FACTORY RECONDITIONING SERVICE** .....\$1.50 List

Pen disassembled, each part cleaned. Holder and metal parts polished. Pen inspected and tested for efficient performance.

Missing or unusable parts replaced at list prices. If the list value of the parts, plus the service charge, amounts to \$3.00 or more, the total charge will be \$3.00. If the cost of the parts only exceeds \$3.00, services will be rendered for the cost of the parts.

### MECHANICAL PENCILS

**FACTORY RECONDITIONING SERVICE** .....\$1.00 List

Pencil disassembled, each part cleaned. After reassembly, pencil tested for efficient performance. Leads and new eraser supplied.

Missing or unusable parts will be replaced at list prices. If the list value of these parts, plus the service charge, amounts to \$2.00 or more, the total charge will be \$2.00 list. If the cost of the parts only exceeds \$2.00 list, service will be rendered for the cost of the parts.

### JEWEL POINTS

**FACTORY RECONDITIONING SERVICE** .....\$1.25 List

Pen disassembled, each part cleaned. After reassembly, pen polished and tested for efficient performance.

Missing or unusable parts replaced at list prices. If the list value of these parts, plus the service charge, amounts to \$2.25 or more, the total charge will be \$2.25. If the cost of the parts only exceeds \$2.25, service will be rendered for the cost of the parts.

### GOLD POINT EXCHANGE

The gold point in a new, unused pen will be exchanged for a service charge of 50¢ list.

### DEALER DISCOUNT

Dealer will be allowed 33 $\frac{1}{3}$ % discount on charges described above.

### FUNCTIONAL SERVICE

Functional Service at 35¢ net on models subject to 100 year guarantee of service will be given only on specific demand by the owner. The attention rendered will be sufficient merely to correct the writing fault. No dealer discount on this 35¢ net charge.



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1: Parts from models subject to 100 year guarantee of service will be exchanged as follows:

Gold Points .....	30¢ net each*
Caps .....	25¢ net each
Barrels .....	20¢ net each
Other parts .....	5¢ net each

\*No. 17 gold points returned will be replaced by No. 5A; No. 717 by No. 75. The replacement points, 5A and 75, will carry an identification mark to distinguish them if it becomes necessary to return them at a future date under the above plan.

- 2: Parts eligible for exchange under the above plan should be packed and identified separately from other parts returned for exchange. Not more than 25% of parts returned at any one time may be claimed as subject to the net prices listed in paragraph 1 above; the remaining 75% or more of parts in the same shipment will be exchanged in accordance with the price list on Pages 2 and 3.
- 3: Complete pens, (including models subject to 100 year guarantee of service), will receive "Factory Reconditioning Service" as described on Page 1. Dealer discount of 33 $\frac{1}{3}$ % applies to these charges.
- 4: Functional service at 35¢ net on models subject to 100 year guarantee of service will be rendered on demand. No dealer discount on this net service charge.
- 
-

## REPAIR PARTS FOR WATERMAN'S PENS

This price list is for information and use by Waterman's Authorized Service Stations only. Returned parts and replacement order for them should be fully itemized. Note that an equivalent damaged or used part must be returned for the application of net prices shown herein.

### BARREL WITH BOX, LEVER AND BAR

MODEL NO.	LIST PRICE	AUTHORIZED
		DEALERS' NET COST
354 .....	\$1.00	\$ .25
376 .....	1.00	.35
402 .....	1.25	.35
515-520 .....	1.50	.50
516 .....	1.50	.50
517-517V .....	1.50	.50
877 .....	3.00	.75
880 .....	3.00	.75
896 .....	3.00	.75
897-897V .....	3.00	.75
898V .....	3.50	1.00
1084-1085 .....	3.00	.75
1552-1557 .....	3.00	.75
1568V .....	3.50	1.00

### CAPS WITH CLIPS

MODEL NO.	LIST PRICE	AUTHORIZED
		DEALERS' NET COST
354 .....	\$1.10	\$ .30
376 .....	1.55	.40
402 .....	1.35	.35
515-520 .....	1.75	.45
516 .....	1.80	.50
517-517V .....	1.80	.50
880 .....	2.75	1.00
896 .....	3.75	1.30
897-897V .....	3.75	1.30
898V .....	3.75	1.30
1084-1085 .....	4.75	2.00
1552-1557 .....	9.25	3.25
1568V-1567V .....	9.25	3.25

### GOLD POINTS AND OTHER PARTS

	LIST PRICE	AUTHORIZED DEALERS' NET COST
<b>GOLD PEN POINTS—</b>		
Size 2A Fine and Medium Flexible .....	\$2.00	\$ .50
Size 2A Fine and Medium Firm .....	2.00	.50
<small>(All other nib actions in Size 2A discontinued)</small>		
Size 5A .....	2.50	.60
Size 75 .....	2.50	.60
<b>SECTIONS—Taperite</b>		
Standard .....	.60	.20
Standard .....	.40	.15
<b>CLIPS WITH PARTS—Chrome</b>		
Gold Filled or Gold Plated .....	.35	.15
Gold Filled or Gold Plated .....	.50	.20
<b>BOXES AND LEVERS—All Sizes</b>		
.....	.50	.20
<b>FEEDS—All Sizes</b>		
.....	.40	.15
<b>BARS—All Sizes</b>		
.....	.15	.05
<b>SACS—All Sizes</b>		
.....	.15	.05

### SERVICE CHARGE ON No. 176 SKYWRITER PENS

Service Charge, including all parts except point.....	75¢ list
Point only .....	50¢ list

### REPAIR PARTS FOR WATERMAN'S FLAIR—No. BR-201

Cap and Mechanism .....	\$1.00 list
Barrel .....	.55 list
Cartridge .....	.50 list

## REPAIR PARTS FOR WATERMAN'S JEWEL POINTS

MODEL NO.	PARTS	LIST PRICE	AUTHORIZED DEALERS' NET COST
SR 501.....	BARREL	\$3.50	\$1.00
SR 351.....	BARREL	2.50	.75
SR 501.....	MECHANISM AND CAP	1.50	.50
SR 351.....	MECHANISM AND CAP	1.00	.35
SR 501.....	CLIP	.50	.20
SR 351.....	CLIP	.30	.15
SR 501 } SR 351 }	CARTRIDGE SRC-1	1.00	.45

## REPAIR PARTS FOR WATERMAN'S PENCILS

### BARRELS

MODEL NO.	LIST PRICE	AUTHORIZED DEALERS' NET COST
P376 .....	\$1.00	\$ .25
P516-517 .....	1.25	.30
P520 .....	1.25	.30
P896-897 .....	1.50	.35
P897V .....	1.50	.35
P898V .....	1.50	.35
P1084-1085 .....	1.50	.35
P1522-1557 .....	1.50	.35
P1567V-1568V .....	1.50	.35

### CAPS WITH CLIPS

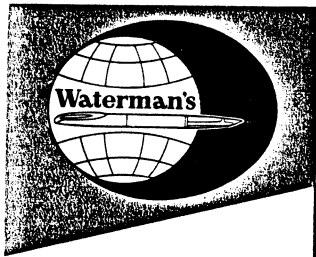
MODEL NO.	LIST PRICE	AUTHORIZED DEALERS' NET COST
P376 .....	\$1.30	\$ .35
P516-517 .....	1.55	.35
P520 .....	1.55	.35
P880 .....	2.25	.50
P896-897 .....	2.50	.60
P897V .....	2.50	.60
P898V .....	2.50	.60
P1084-1085 .....	3.00	.75
P1552-1557 .....	5.50	2.00
P1567V-1568V .....	5.50	2.00

### OTHER PENCIL PARTS

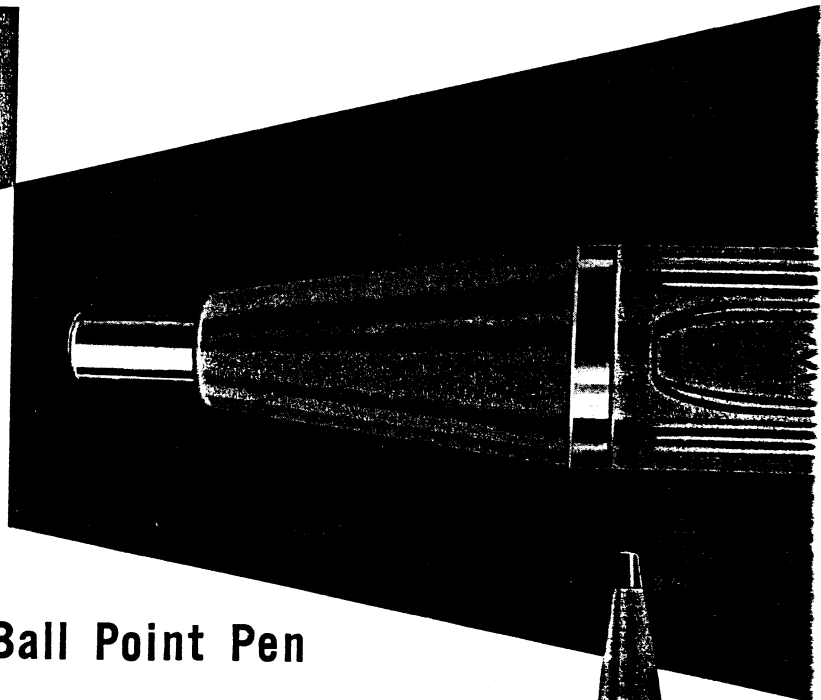
	LIST PRICE	AUTHORIZED DEALERS' NET COST
CLIPS WITH PARTS—Chrome .....	\$ .35	\$ .15
Gold Filled or Gold Plated .....	.50	.20
MECHANISMS—Propel-Repel .....	.85	.25
Selfeed .....	1.35	.50
NOSES—Chrome .....	.50	.20
Gold Filled or Gold Plated .....	.75	.35

# WATERMAN PEN COMPANY, INC.

1 DeForest Street, Seymour, Conn.



# Waterman's *Sapphire*



## The World's Most Luxurious Ball Point Pen

This is the identifying mark of the world's finest ball point pen.  
This cap section tells you at a glance it's the only and original  
jewel writer that gives you the smoothest writing of the ball points.

**SR-501**  
Golden\*  
**\$4.95**  
tax incl.



**SR-351**  
All chrome  
**\$3.75**



**SR-268**  
Gold cap\*,  
plastic barrel  
in red, black  
or blue, **\$2.95**  
tax incl.



**SR-195**  
Chrome cap,  
plastic barrel  
in red, black  
or blue, **\$1.95**

\*SEL-REX Gold Plated

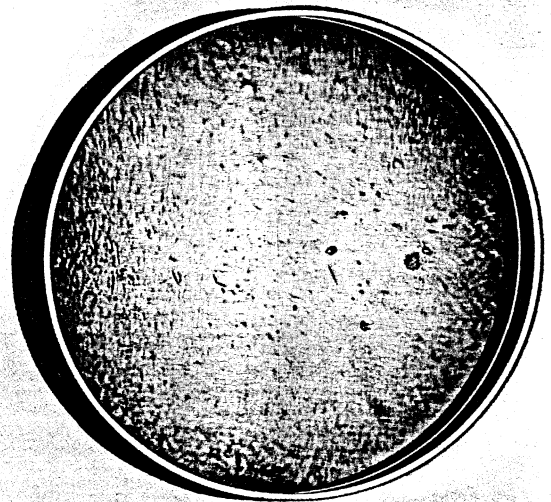


# Here's why Waterman's *Sapphire* gives you the smoothest writing ever



**Magnified 250 times**

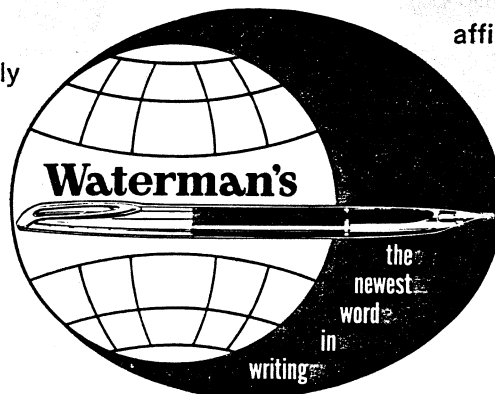
This is a conventional steel ball point, photographed after thirty days of continual use. Because continual writing on paper will actually bruise steel, the ball shows scratch marks and wears down, loses its perfect roundness. Ink will not adhere readily to steel, instead forms islands — causes 'skip' writing, particularly over slick or oily papers.



**Magnified 250 times**

This is a Sapphire ball point photographed after 30 days' continual use. This simulated jewel is intensely hard and will not wear down or lose its roundness.

The jewel point has a remarkable affinity for ink which, in part, accounts for its flawless and instant writing on any writing surface. Note the absence of scratches and bruises so noticeable in the steel ball.



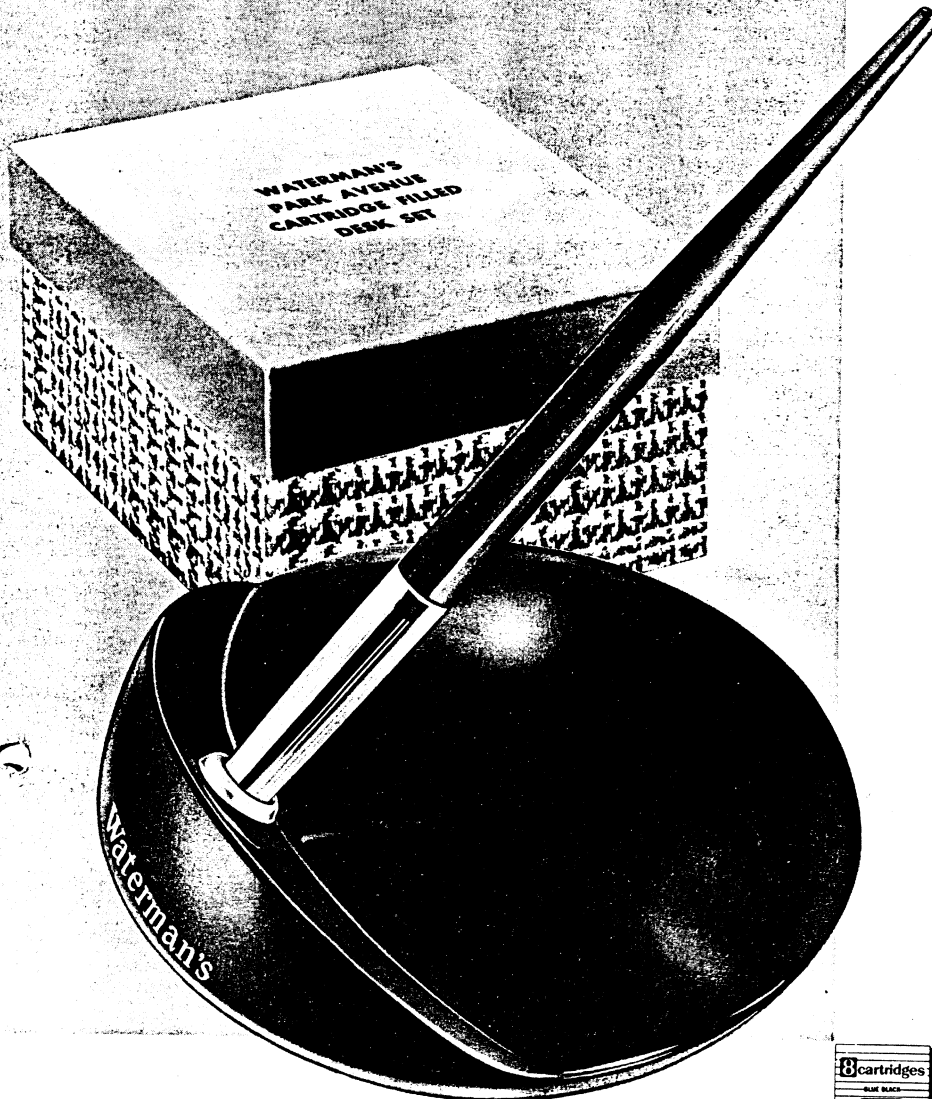
## Look to Waterman's

for the newest word in product design and engineering

PARK AVENUE DESK SET

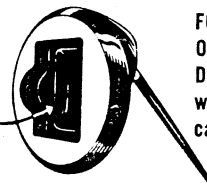
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# Waterman's



## PARK AVENUE DESK SET

offers a choice of *fine* -MEDIUM points



FOR YOUR CUSTOMERS' CONVENIENCE  
On the underside of the Park Avenue Desk Set base there is a compartment which contains a package of 8 refill cartridges.

# \$ 4<sup>95</sup>

Waterman invented the modern fountain pen in 1884. Waterman pioneered the first cartridge-filled fountain pen in 1954 . . . now so widely imitated by others. Waterman now presents the fabulous Park Avenue Cartridge-Filled Fountain Pen Desk Set. An unmatched value for your customers.

It includes: • A genuine Waterman cartridge-filled fountain pen . . . the only cartridge-filled pen tried and proven by millions of satisfied owners. • An attractive onyx-black base of stream-lined modern design. • 8 refill cartridges.

Packed in attractive black and white-plaid Gift Box with brilliant Red cover.

WATERMAN-BIC PEN CORP. SEYMOUR, CONN.